A9095-2

# MONTHLY MARKET TREND REPORTS
# TOY MANUFACTURERS OF AMERICA, INC.
# SHIPMENTS AND ORDERS RECEIVED
# (THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF SEPTEMBER 1989

34 MANUFACTURERS

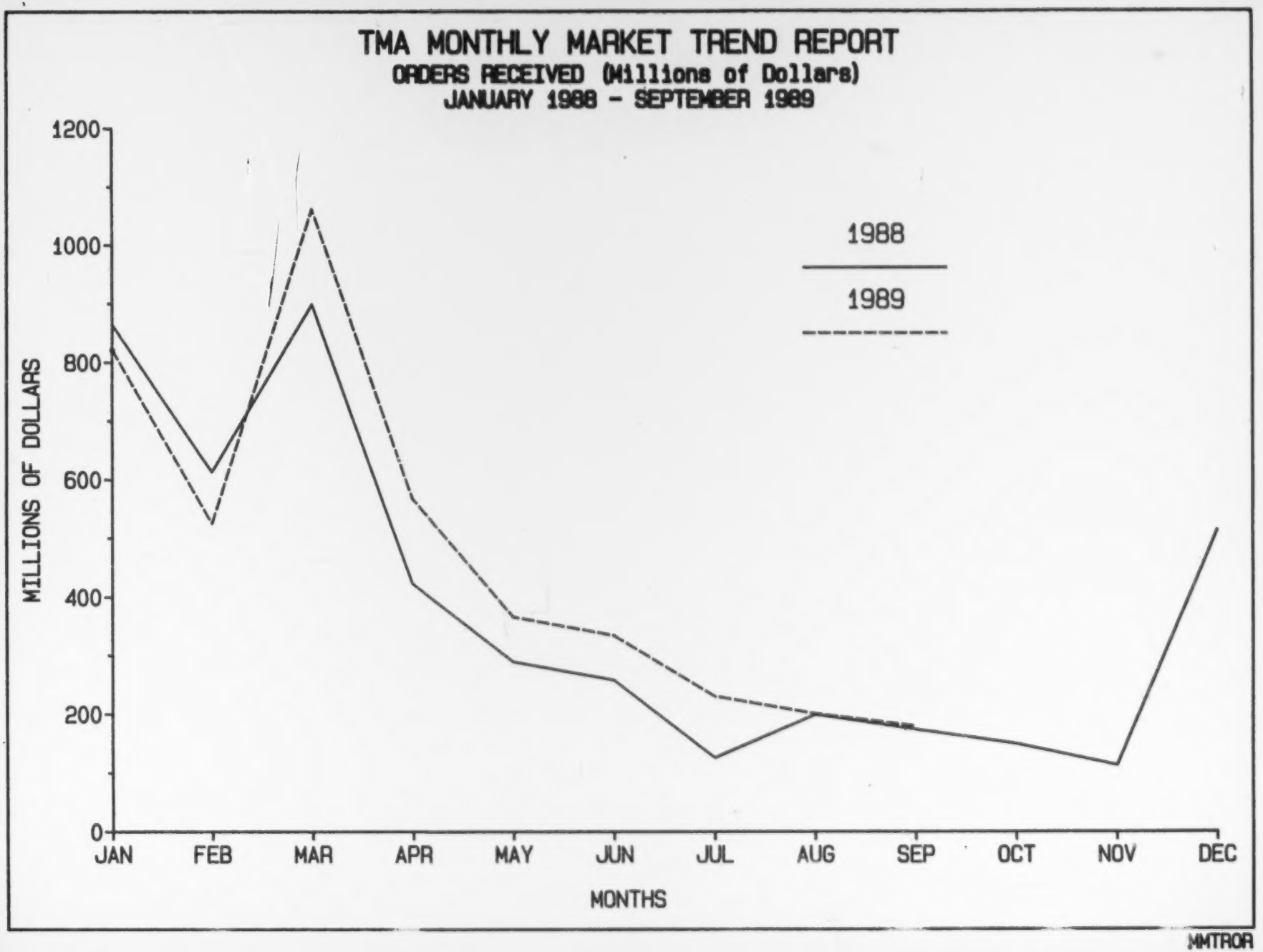
| | COMPOSITE RESULTS | | | YOUR COMPANY | | |
|---|---|---|---|---|---|---|
| | | CHANGE FROM PRIOR YEAR (+/-) | | | CHANGE FROM PRIOR YEAR (+/-) | |
| | MILLIONS OF $ | $ | % | MILLIONS OF $ | $ | % |
| **SHIPMENTS** | | | | | | |
| MONTH 1989 | 548.9 | +50.6 | +10.2 | | | |
| MONTH 1988 | 498.3 | | | | | |
| CUMULATIVE YTD 1989 (JAN-SEP) | 3032.7 | +196.0 | +6.9 | | | |
| CUMULATIVE YTD 1988 (JAN-SEP) | 2836.7 | | | | | |
| **ORDERS RECEIVED** UNCONFIRMED ORDERS ARE NOT INCLUDED | | | | | | |
| MONTH 1989 | 179.5 | +5.8 | +3.3 | | | |
| MONTH 1988 | 173.7 | | | | | |
| CUMULATIVE YTD 1989 (JAN-SEP) | 3822.4 | +374.9 | +10.9 | | | |
| CUMULATIVE YTD 1988 (JAN-SEP) | 3447.5 | | | | | |

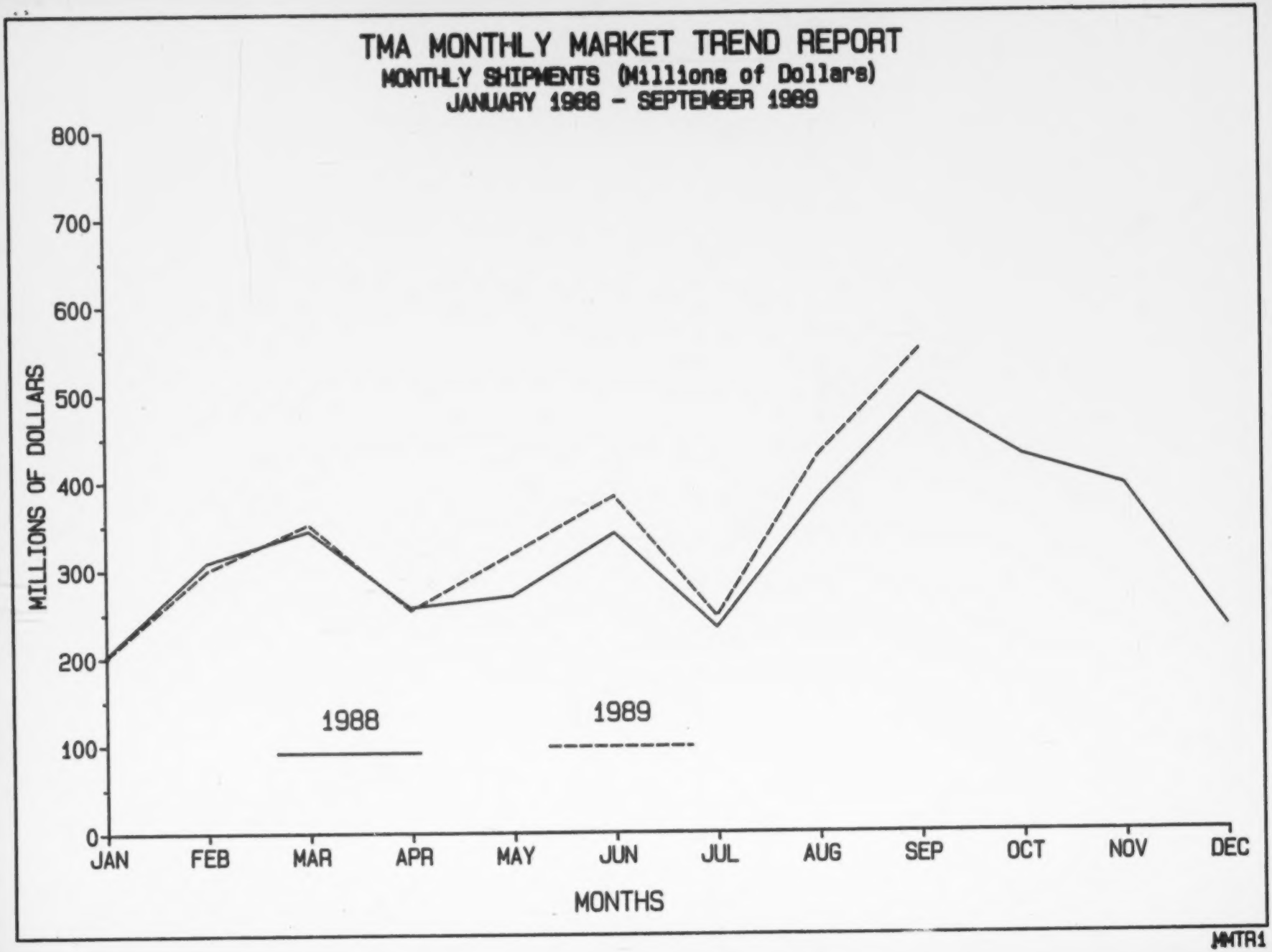
Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

# 34 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1989
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1989
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTR1

# MONTHLY MARKET TREND REPORT
# TOY MANUFACTURERS OF AMERICA, INC.

## DOLLAR TREND BY MONTH SEPTEMBER 1989 (MILLIONS)

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD AVG. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHIPMENTS** | | | | | | | | | | | | | |
| 1989 MONTHLY | 202.1 | 299.7 | 352.1 | 254.2 | 318.0 | 383.2 | 245.9 | 428.6 | 548.9 | | | | 337.0 |
| 1988 MONTHLY | 203.8 | 308.9 | 344.4 | 257.4 | 270.4 | 341.3 | 233.2 | 379.0 | 498.3 | 428.2 | 393.4 | 232.1 | 324.2 |
| 1989 CUMULATIVE YTD | 202.1 | 501.8 | 853.9 | 1108.1 | 1426.1 | 1809.3 | 2055.2 | 2483.8 | 3032.7 | | | | |
| 1988 CUMULATIVE YTD | 203.8 | 512.7 | 857.1 | 1114.5 | 1384.9 | 1726.2 | 1959.4 | 2338.4 | 2836.7 | 3264.9 | 3658.3 | 3890.4 | |
| **ORDERS RECEIVED *** | | | | | | | | | | | | | |
| 1989 MONTHLY | 821.8 | 525.7 | 1061.6 | 567.8 | 366.2 | 334.6 | 230.6 | 201.0 | 179.5 | | | | 476.5 |
| 1988 MONTHLY | 864.7 | 613.2 | 899.0 | 423.1 | 289.4 | 258.3 | 126.2 | 199.6 | 173.7 | 149.5 | 113.3 | 513.6 | 385.3 |
| **1989 CUMULATIVE YTD | 800.7 | 1313.2 | 2347.1 | 2888.2 | 3191.4 | 3463.4 | 3619.0 | 3717.3 | 3822.4 | | | | |
| **1988 CUMULATIVE YTD | 837.8 | 1410.2 | 2280.3 | 2682.3 | 2916.6 | 3137.4 | 3206.0 | 3348.4 | 3447.5 | 3500.1 | 3526.6 | 3980.5 | |
| **CANCELLATIONS** | | | | | | | | | | | | | |
| 1989 MONTHLY | 21.1 | 13.3 | 27.7 | 26.7 | 63.0 | 62.6 | 75.0 | 102.7 | 74.4 | | | | 51.8 |
| 1988 MONTHLY | 27.0 | 40.8 | 28.9 | 21.1 | 55.1 | 37.5 | 57.7 | 57.1 | 74.5 | 96.9 | 86.8 | 60.0 | 53.6 |

* UNCONFIRMED ORDERS ARE NOT INCLUDED

**CUMULATIVE YTD FIGURES EXCLUDE CANCELLATIONS

(COMPILED BY THE NPD GROUP)